

Post-diploma programs bring international flavour to Chef School

Day is just dawning in the small rural town of Colorno in the heart of Emilia Romagna province of Italy and 30 George Brown Chef School students greet it many hours before their normal rising time. Why? To taste the warm curds made from morning milk that will produce the finest of Italian cheese, Parmigiano Reggiano.

No 'Power Point' here, instead students stand shoulder to shoulder with masters in a local cooperative, Caseificio San Salvatore, literally digesting the details of cheese making.

Hundreds of miles away another group of Chef School students gather at the base of one of Burgundy's oldest and most revered hillsides in the small village of Tian Hermitage. The town has the boozy aura of a harvest just complete. Like their peers in Italy, they are under the tutelage of a world leader in bio-dynamic wine making, the Chapoutier family. They gaze upon this hillside with its small, diverse, and in some cases, ancient vines that continue to produce the headiest wine.

All of this happens when education gets a passport, boards a plane and goes to the source —

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George Brown Chef School students sample Parmigiano Reggiano – the world famous Italian cheese – where it is made in Colorno, Italy on a visit there this fall. The students, enrolled in George Brown's post-diploma Italian Culinary Arts program, were in Italy to gain a deeper understanding of the cuisine and learn new skills.

George Brown has best reputation for academics in Ontario

George Brown has the best reputation for academic quality in Ontario, and second best for the quality of student experience, according to a province-wide survey of college applicants.

Applicants praised George Brown's programs, teachers and overall excellence in preparing students for the workforce. "I know people who have attended... and have gotten good jobs," one applicant commented.

George Brown "has a solid reputation as a strong and prestigious school — indeed, many applicants regard it as one of the best and most highly-regarded colleges in the province, well-known for the success of its graduates," the survey analysis by the Academica Group concludes.

The finding was based on the voluntary responses of more than 15,500 applicants to Ontario colleges for the fall of 2007. Of that number 1,314 were applying to George Brown as the first choice college, with the balance applying to other Ontario colleges as their first choice.

"The 2005-2008 Academic Strategy has helped us put academic excellence at the top of our agenda," says Academic Vice President Michael Cooke. "We've been working very hard at improving our curriculum, hiring more full-time faculty, expanding professional development for our teachers and improving quality through program review. The survey results suggest the word is getting out that GBC is committed to being Ontario's best college for teaching and academics."

Applicants to Ontario colleges have been surveyed for the last four years, in study funded by a consortium of colleges, but this is the first year college reputation has been included in the questions. While other colleges weren't named in the reputation rankings, the survey put George Brown ahead of its close competitors saying it's positioned "at the head of a cluster of Ontario's top five colleges."

Applicants in the survey embraced the diversity of George Brown's student population and held the student experience here in high regard. "Student life at George Brown is perceived quite positively — it is a "fun," "dynamic," and "exciting" school with a friendly feel. Though viewed as "big" and "busy," its campus is "nice" with a "great location," the survey report says.

CHEF SCHOOL *(continued from page 1)*

just another September day in the field for students in the French and Italian Culinary Arts post-graduate program. This scholarly innovation is defining the Chef School as a North American leader in integrated international education.

For many of these students it is their first time abroad and the excitement of knowing an ingredient, a flavour or a place is palatable. Under these conditions the learning is easy and done with a spirit of great gusto. For students in the French and Italian Culinary Arts programs, it is the immediacy of the experience they seek and the ensuing quality of knowledge they possess that future employers will demand.

Both post-graduate offerings at George Brown Chef School are forged through partnerships with international leaders in culinary education; ALMA, La Scuola Internazionale di Cucina Italiana located just outside of Parma and the Institut Paul Bocuse, located in a suburb of Lyon. That both of these schools reside in areas known for gastronomic excellence is no accident. It is precisely this commitment to excellence and authenticity that attracts George Brown.

For two weeks every September, both schools open their doors to Canadian students from the two post-graduate programs and serve them up intensive studies in their finest culinary offerings. Cheese and wine are a given, but so too the preparation of the lightest of Ricotta Gnocchi in Italy or preparing 'Supreme de Poularde aux Ecrevisses' with 'Poulet de Bresse' in France. Students return to their stoves in Canada forever enriched and inspired.

Expanding on its innovative post-graduate offerings, the Chef School will launch in May 2008, a complimentary academic offering to the current French Culinary Arts program. Professor Adrian Caravello, a specialist in wine and service, is creating a post-graduate program for Food & Beverage and Advanced Wine and Beverage Management graduates.

Students will undertake studies in French wines and winemaking techniques by traveling to some of France's most esteemed vineyards and renowned wine schools. These students will travel alongside, and at times study with, students enrolled in the French Culinary Arts program. Professor Caravello traveled to France with the French Culinary Arts program in 2007 with the intention of forging strong alliances for this new program. This addition creates a more holistic study of French food and wine culture and marks the first time that hospitality and culinary graduates study side by side in post-graduate education.

By Chef Deborah Reid, Professor/Coordinator
French Culinary Arts, George Brown Chef School



STAFF AND STUDENTS DONATE TO JESSIE'S CENTRE FOR TEENAGERS: George Brown staff and students made a happier holiday season for clients of Jessie's Centre for Teenagers on Parliament Street – an agency that helps teenage parents and their children. As part of the college's 40th Anniversary Celebrations staff donated a small mountain of toys and fashion students created almost 300 cloth gift bags. From left in photo are: 40th Anniversary Committee co-ordinator Sylvia Rossi, President Anne Sado, Jessie Chabot and Brooke Cunningham from Jessie's, 40th Anniversary Committee Co-chair Susan Heximer, and Jessie's Executive Director Maritza Sanchez.

Edmonton cancer institute gets first George Brown Collaborative Practice Health-care Award

The Rapid Access Palliative Radiotherapy Program (RAPRP) at the Cross Cancer Institute in Edmonton was given the first annual George Brown College Collaborative Practice Health-care Award on Nov. 21. The award honours collaboration among different health-care professionals to support excellence in patient-centred care.

The RAPRP's interprofessional approach to treating patients requiring palliative radiotherapy successfully demonstrates how teams can work together to enhance patient care by improved sharing of information and resources.

George Brown College welcomed Clinical Leader Dr. Alysa Fairchild to its annual Health in the City event, to accept the award on behalf of her team.

"The submissions were impressive, spanning several different professions," said George Brown Dean of Community Services and Health Sciences, Lorie Shekter-Wolfson. "The adjudication committee selected the Cross Cancer Institute for the way it is improving

patient and family care by involving different providers in a professional and holistic way. This project has the potential to be a real model for collaborative health care."

"On behalf of the entire RAPRP team, we thank George Brown College for this honour and are delighted to be recognized in this way," said Fairchild. "At our interprofessional clinic we strive to always make the patient our first priority, so this award is especially encouraging."

George Brown is one of the first colleges in Ontario to make a total commitment to an interprofessional approach. The Centre for Health Sciences has two on-site applied learning facilities, the Interprofessional Learning Clinic and the Simulated Practice Centre, where students apply their theoretical knowledge to collaborative practice in controlled workplace settings. George Brown prepares graduates for work in a number of health professions through specialized programming across four schools including Nursing, Dental Health, Health and Wellness and Health Services Management.

How you can help harness the power of our new visual identity

All staff can harness the power of George Brown's colourful new visual identity and help present a strong, unified image to the world.

The identity, which can be seen on the front of George Brown News, will start to spread throughout the college in 2008 — enlivening everything from brochures and calendars to signs, business cards and t-shirts.

It will allow the college to "visibly claim its strengths and harness the power of the organization by using a single voice that represents the core essence and values of Real Achievement, Bold Leadership and Respect of Diversity", according to Marketing Vice President Karen Thomson.

The visual identity consists of two parts which are forever linked — a stylized "G" with the college name and a bar with colours representing different parts of the college.

George Brown's Visual Identity Toolkit (found on Insite under Brand News on the Marketing and Communications page) explains the two parts:

"The Logo, developed in the previous phase of the process, was designed to emphasize the 'path to achievement' with the stylized

'G'. It is now placed into a complete visual identity system with the introduction of the Colour Bar. This new system allows us to incorporate all our Academic Centres into a cohesive and consistent design framework.

The Colour Bar is representative of the George Brown academic centres. It communicates the variety and clusters of programs and career options available at GBC as well as the ease of access to support/information. This makes the identity more personally relevant to potential and existing students. The overall use of colour is designed to be strongly associated with GBC. It is intrusive and differentiates GBC from the other college identities and advertising. Its bold, bright professional look expresses how we are 'dedicated to achievement.' The colours also represent sociability, friendliness, multiculturalism and urbanity. Both the Colour Bar and the Logo should always remain a part of the identity... When the college and all its departments speak with one voice, together we build on the reputation of George Brown — its strength, integrity and relevance."

While introducing the new visual identity will take time to apply across the college, here are some ways all staff can help right away:

- Apply the new visual identity to your email signature.
- Save the new PowerPoint template to your computer for future use.
- Share the tip sheet http://insite/communications/logo_guide/default.asp with suppliers to prepare estimates for next year's budget
- Make it a priority to use the full colour application of the new identity whenever you have high-profile opportunities to convey the full strategic positioning of GBC, such as in advertising or important collateral materials
- Order new business cards with the new visual identity, when supplies are depleted
- Share the on-line guidelines with part-time staff when needed
- Ask questions of a representative on the Visual Identity Operations team

"I encourage you to visit <http://insite/communications/templates/default.asp>, where there will be tips and tools to guide the initial change," says Thomson.



STUDENT CHOREOGRAPHED DANCE: Dance Performance Studies student Katie Joyce (above) was one of several to present their own choreographed solo works in a studio performance at Casa Loma on Dec. 13, 2007. For some students, the choreography class lead by Sion Irwin-Childs, was their first opportunity to create dance works themselves. "When you create it yourself it's harder," says Joyce. Joyce started creating her un-named piece by exploring movements, then adding music. "It changes every time I dance it," she says.

President Anne Sado

In previous issues, I've talked about the skills and labour shortages our industry partners are facing and how vital it is that the Province work closely with the college system to develop a comprehensive strategy to address this pending crisis.

George Brown College plans to be part of the solution, and as Ontario's fastest growing college, we can't wait. The college has reached its capacity in many of its most desired programs — most notably within the Centre for Health Sciences and the Centre for Hospitality and Culinary Arts — and is currently unable to meet the unprecedented industry and student demand for our services. To address our immediate crunch, we have initiated a short term growth strategy. We are expanding our facilities by more than 65,000 square feet, to enable increasing enrollment by 15% over five years to 2011.

Construction is already underway on the following projects:

- An 18,000 sq. ft. purchase of 215 King St. E. to accommodate Hospitality and Continuous Learning growth and a new storefront restaurant to be operated by the Chef's School.
- An 18,000 sq. ft. expansion of the existing Hospitality and Culinary Arts building at 300 Adelaide St. E. and a complete retrofit of the rest of the facility.
- A 30,000 sq. ft. long term lease of 230 Richmond St. E. to accommodate the needs of the Centre for Business, Arts and Design and Continuous Learning.

Initial costs for these projects are being supported by government grants and some of the reserves set aside for these purposes. And while they will help alleviate our space shortage in the short term, we forecast that we will need up to an additional one million sq. ft. if we are to meet our capacity requirements over the next two decades. We are actively seeking out new facilities and funding to support a larger scale expansion in order to address this need.

But for the college to grow to meet these future demands, new funding will be required. And while the need is significant, these investments will show an immediate return in the form of increased employment supply. We are currently in discussion with the Ministry of Training, Colleges and Universities and are supporting ourselves through fundraising. Our \$5M Yes Chef! capital campaign is well underway and planning for Health Sciences is ramping up rapidly.

It's both a challenging and exciting time to be at George Brown. While we need to continue to push hard to make the case for growth, I am confident we will continue to expand, both in size and impact, and that the remarkable development we have seen over the past four decades will continue over the years to come!



CONSTRUCTION STUDENTS TEST THEIR METAL (AND CONCRETE) –

Second year Construction Science and Management students (from left) Erin Kitt, Pedro Brum, and Rylee Mitchell proudly display the concrete bridge they designed that they hope will pass stress test and win a contest with other student groups in Dec. 2007. The trio had to follow standards for the metal reinforcing of the concrete but tried a few tricks — they altered the cement and used Styrofoam as an aggregate to keep weight down.



PILLOW FIGHTING THE UNITED WAY: A group of students in Professor Karen Hamilton's communications course decided to raise money for George Brown's United Way campaign by organizing a flash event — a pillow fight at St. James Campus. Participants paid a donation to the charitable funding agency and then whaled away at each other for a few minutes with fiberfill and feathers. The group raised \$50 towards the college-wide goal of \$140,000. Campaign results will be released later this month.



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